THE GOLD MINE

When you sell get Dates as well

UNIVERSAL PICTURES

Vol. 3 | February 16, 1929 | No. 1

Challenges Fly, Go-Getters Battle for Glory and Gold

It's a Bet!

Captain M. Van Praag, of Van Praag's Fighters, is confident that his gang is going to cop the coin in the Anniversary Testimonial—so much so that he challenged Captain Carl Laemmle, Jr.'s Fence Busters, putting up an additional bet of $100.

Back smacked this wire from Carl Laemmle, Jr.:

"ACCEPTING YOUR BET OF ADDITIONAL HUNDRED DOLLARS. MAY THE BEST TEAM WIN. HERE'S WISHING YOU LUCK. YOU'LL NEED LOTS OF IT BECAUSE I AM FIGHTING FOR VICTORY."

Randolph Copping Dates

Division Manager G. E. Rosenwald thinks enough of the showing made already to call attention to the feat of Salesman J. N. Randolph, of the San Francisco Exchange, who is cleaning up on dates in his zone, as well as putting over his newsreel proposition with a bang.

Go to it, "J. N."

Nedley Laid Up

C. P. Nedley, Assistant Manager and Booker of the Omaha Exchange, is in a local hospital, having undergone an operation. Should return to duties about the middle of February, reports say. Here's good luck to you, "C. P."

They're Off, Boys!

Here's a red-hot wire from Canada that says a mouthful for Clair Hague and his Canadian go-getters:

"ADVISE LEO DEVANEY FOR P. D.'S PINCH HITTERS THAT THE CANADIAN DIVISION ACCEPTS HIS CHALLENGE. WE DID IT BEFORE. WE WILL DO IT AGAIN. IT CAN BE DONE. WE ARE AT THE BOTTOM NOW BUT A LADDER HAS RUNGS. WATCH US CLIMB.—CLAIR HAGUE."

Milwaukee Leads Third Week—Junior's Fence Busters Top Teams—Indications Point To Tremendous Figures

Spurred by the greatest spirit of enthusiasm that ever has been prevalent even in this highly enthusiastic outfit of hard-hitters, and given double incentive through hopes of annexing some of those bags of gold containing a total of $4,300.00, every man of Universal seems to be out to outdo himself in Carl Laemmle's 23rd Anniversary Drive.

Boys, judging by the spirit in which the men on the firing line are getting into the heat of action, all previous drive figures are going to look like cigarette money when compared with the figures that will be rolled up this year.

The past week has been a sizzler for action and results; promises and performances; challenges and counter challenges.

Not satisfied with the amount of his pool contribution backing the chances of his "Fighters," Sales Manager Van Praag sent a wire to Carl Laemmle, Jr., offering an additional side bet of a hundred bucks. Back came Laemmle, Jr., with an acceptance of the hundred and a counter-offer of as much more as Van would care to cover. THAT'S what Junior thinks of his "Fence Busters."

Clair Hague, whose Canadian Trappers beat Cleveland before, and who are now teamed as "P. D.'s Pinch Hitters," smacked a big bunch of coin on the mahogany which says that the Canadians can beat "Cochrane's Clan," the team now under the supervison of Division Manager Leo Devaney, and captained by Mr. R. H. Cochrane.

Already feeling the urge of spring and the need of a new outfit, Manager Lester Rosenthal, of the Indianapolis Office, is looking for someone to pay for his forthcoming scenery. In a fiery telegram he challenges any other manager in the organization whose office is not more than twice the size of Indianapolis.

Charles P. Lester, rarin' to go as the new manager of Atlanta, challenges W. E. Richardson's New Orleans gang to battle and offers to spot them three places in the national standings.

Even the "baby" managers are at it. Cowan Bain, who hadn't even got the manager's chair warm at Jacksonville before he began to feel his oats, fired a wire at Harry Young, the recently-made manager at Cleveland, telling him and the world that he'd put up some coin on Jacksonville's chances.

All along the line the feeling is the same. Every Office, every group, seems ready, willing, ANXIOUS to challenge anybody else, and by the looks of things this Anniversary Testimonial is going to make a most pleasant spring for some, and a hot summer for others.

In the line-up of individual Offices, the end of the third week of the Anniversary Testimonial finds Manager George Levine's Milwaukee Moppers holding on to first place. (Looks like top hole is a habit to that Milwaukee gang in the Anniversary drives.)

Manager Charles M. Davies' Omaha Omnipotents oust Manager Clair Hague's Toronto Tornadoes from second place, the latter dropping to third spot. Manager R. I. Payne's San Antonio Sluggers take a leap from seventeenth to fourth, while Manager H.

(Continued on page 2)

There Is Only One "BROADWAY" and Universal Has It!

Any Takers?

Lester Rosenthal, Manager of the Indianapolis Office, burns up the wires with this telegram to Mr. Van Praag:

"Would like some manager of office not over twice our size pay for new Spring suit. Would like wager hundred dollars that INDIANAPOLIS BEATS ANY OFFICE as described above during Laemmle Anniversary Testimonial. Hope our success Christmas Drive will not tend to scare any member from accepting this challenge."

WHOOPE-E-E! "Leaping Lester" is taking in a lot of territory, boys. WHO'S GOING TO ANSWER?

Horn to Denver

Salesman Fred Horn, the go-getter of Minneapolis, who has been fighting snowbanks in Minnesota, has been transferred to Denver to cover the New Mexico territory.

Oswald Prize Discontinued

The Oswald prize bonus of $25 weekly to the salesman selling the greatest proportionate amount of Oswald contracts has been discontinued.

Clarence Wilson Nuptials

Announcement has been made of the marriage of Clarence B. Wilson, bookkeeper in the Dallas Office, to Miss Vivian Sparkman.

"Baby" Managers' Battle!

Cowan Bain, newly appointed manager of the Jacksonville Office, has hurled this telegraphic challenge at Harry Young, recently-installed manager at Cleveland:

"Jacksonville wishes to bet Cleveland they will beat them on charges during Laemmle Anniversary. Prize to be awarded on basis percentage of charges done against quota. This includes all charges film and accessories only except Tom Laughs. Wire acceptance. Best regards to the gang."

What do you say, Harry?

Salesmen's National Sales Standings

From Beginning of Selling Season. Based on Sales and Charges. Week Ending Jan. 19, 1929

Average Numerical Standing To Date	Salesmen	Exchange
1	L. LUTZER	Dallas
2	L. GARLOW	Kansas City
3	W. CRAIG	Indianapolis
4	B. TAYLOR	Kansas City
5	M. TRITCH	Oklahoma City
6	A. ZACHERL	Minneapolis
7	H. CASS	Des Moines
8	G. McCOY	Detroit
9	J. JACOBSON	Des Moines
10	C. REYNOLDS	Kansas City
11	G. Frank	Washington
12	R. Crawford	Des Moines
13	A. Garner	Omaha
14	G. Nungessor	New Orleans
15	F. Abelson	Minneapolis
16	G. Nine	San Francisco
17	E. Simril	Jacksonville
18	L. Wechsler	Big "U"
19	G. McDonnell	Dallas
20	H. Cluck	San Antonio
21	A. Danke	Omaha
22	W. Dureau	Dallas
23	M. Margolis	Cincinnati
24	J. Schoeninger	Cleveland
25	E. Gibson	Salt Lake City
26	B. Brauer	Dallas
27	E. Smyth	Salt Lake City
28	J. Garrison	Minneapolis
29	P. Spindler	New Orleans
30	F. Horn	Minneapolis
31	J. Spandau	Buffalo
32	J. Huff	San Francisco
33	O. Siegell	Buffalo
34	A. Sipe	Memphis
35	F. Fowser	Detroit
36	B. Greenblatt	Omaha
37	B. Rose	Denver
38	T. Taylor	Sioux Falls
39	F. Duffy	Albany
40	A. Frey	Los Angeles
41	H. Sanders	St. Louis
42	J. St. Clair	Chicago
43	M. Lavin	Milwaukee
44	J. Petit	San Antonio
45	E. Hudson	Portland
46	Wilson	Chicago
47	P. Bobys	Washington
48	J. Krentz	Cleveland
49	T. Lambden	Charlotte
50	L. Britton	New Haven
51	C. Runkle	Detroit
52	H. Chapman	Kansas City
53	S. Saffell	Indianapolis
54	P. Winnick	Big "U"
55	J. Randolph	San Francisco
56	R. Smith	Albany
57	A. Hearn	Atlanta
58	J. Tierney	New Haven
59	H. Wineberg	Los Angeles
60	A. Barnett	Buffalo
61	W. Millar	Butte
62	W. Du Chemin	Denver
63	J. Rosenberg	Kansas City
64	J. Liggett	Big "U"
65	K. Suelke	Philadelphia
66	J. Fuerst	Big "U"
67	J. Lutzer	Dallas
68	G. Porter	Cincinnati
69	J. Engell	Philadelphia
70	E. Black	St. Louis
71	J. McWhorter	Charlotte
72	L. Davis	Cincinnati
73	H. Young	Buffalo
74	M. Blachschleger	Cincinnati
75	H. Furst	Big "U"
76	H. Williams	Atlanta
77	E. Simpson	Jacksonville
78	J. Epperson	Salt Lake City
79	L. Herman	Albany
80	G. Harrell	Atlanta
81	A. Bloom	Seattle
82	W. Heyward	Atlanta
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85	C. Mercer	Denver
86	W. Lissner	Cleveland
87	W. Fitzpatrick	St. Louis
88	F. Cass	Seattle
89	M. Rosenberg	Washington
90	E. Donnelly	Indianapolis
91	R. Rosenblatt	Milwaukee
92	S. Gerson	Indianapolis
93	T. Kitching	Los Angeles
94	W. Quade	Oklahoma City
95	A. Titus	New Haven
96	J. Gill	Philadelphia
97	C. Farnes	Seattle
98	M. Krueger	Chicago
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117	A. Wolf	Chicago
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119	A. Retler	Washington
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122	W. Baker	Chicago
123	E. Harris	Denver
124	R. Scheinbaum	Milwaukee
125	E. Stein	Memphis
126	G. BENJAMIN	Oklahoma City
127	C. BUTLER	Indianapolis
128	K. WEINBERGER	Oklahoma City
129	W. SCHMIDT	Cincinnati
130	V. SCHRAM	Minneapolis
131	S. STRAUSS	Big "U"
132	B. MEYERS	Chicago
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135	C. VAN HORN	San Francisco

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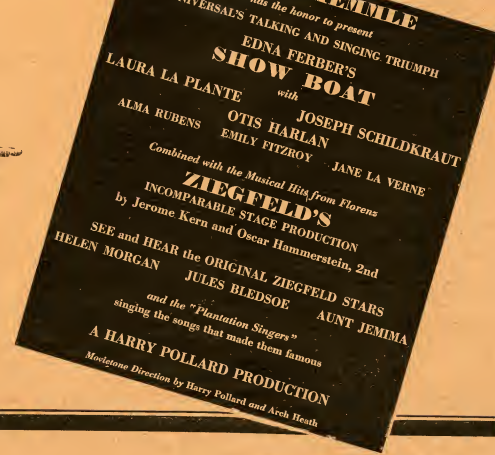

The Gold Mine
Nuggets of News and Mines for Universal Co-Miners

Published Weekly

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Challenges Fly

(Continued from page 1)

Swartz's Winnipeg Wallopers slip into fifth.

Among the teams, Junior's Fence Busters stay right on top of the heap, which should be good news out Hollywood way in view of the additional hundred-buck bet of Junior's with Van.

P. D.'s Pinch Hitters step right on the necks of Mac's Corn Belt Winners, Metzger's Maulers and Cochrane's Clan and swipe second place, leaving show money only for Mac's aggregation. (This looks as if some red-hot letters are going out from Mac's office—and, boy, how he can write 'em.)

Metzger's Maulers are glued to fourth spot again, with Cochrane's Clan satisfied to stay right behind them in fifth notch. Van Praag's Fighters and Schlanger's sluggers seem to be putting on a waltz contest instead of a fight, both having failed to improve their positions over the week preceding.

A little more activity around the bottom section of the team standings might do all the teams some good. What say you, trailers? Cellar or sky? LET'S GO!

Beats Records!

HARRY MILSTEIN

Manager of the Pittsburgh Office, which, for week ending February 9th, broke the record of that Office since its beginning on charges and collections. Milstein also reports that the Office is way ahead of last year on sales, and that thousands of dollars worth of dates already are in the bag. WATCH PITTSBURGH, BOYS!

Lester Using Good Angle in Drive Letter

Charles P. Lester, Manager of the Jacksonville Exchange, is broadcasting a letter of the "You-Tell-'Em" variety.

Lester's letter has "IT" for it flirts with GOOD NUMBERS and angles for DATES. Here's the letter:

"Did you ever hear the story of the traveling salesman who went to the farmer's house and asked for a night's lodging—?

"Oh, Oh! I started on the wrong story.

"The story I meant to tell you was the one about the exhibitor who cashed in on his stock in trade.

"He was a wide-a-wake up-to-the-minute fellow that realized the pictures he had under contract were his stock in trade and the sooner this stock was turned into cash the sooner would he realize on his investment. Therefore he kept his patrons supplied with new up to date pictures and he never heard them say—'Oh, I saw that a long time ago.' He watched the release dates and as soon as the exchange supply these pictures he set them in. HIS BOOKS AT THE END OF THE YEAR SHOWED A PROFIT.

"Are you that exhibitor? No reason why you should not be—you have the pictures bought. They cost no more new than they will six months from now. Why not date them?

"You have a list of Universal pictures available for your use. Obey that impulse and send us dates now. You will receive confirmation by return mail.

"The wise man takes a tip."

Barnholtz Triple Play

Dave Barnholtz, salesman in the Pittsburgh Branch, completed a triple play which deserves special mention. At Brownsville, where the 4th "Collegians" were already sold silent, at a substantial price, Barnholtz obtained a new contract for the sound series at almost triple the original price.

Barnholtz also made an all-day trip to Crucible, Pa., and closed for Complete Service and all the specials in a town which has never used Universal service.

NEW MOVIETONE REEL SPELLS READY MONEY

Boys, we've just screened a knockout Movietone reel in the Home Office—"A Night in a Cabaret," featuring the three Brox Sisters.

Never was red-hot cabaret entertainment put on in better style. The reel is jam full of showmanship, both in the manner in which the various songs are put over and in the atmosphere among the patrons of the cabaret. The reel strikes a new note in presenting high class talent in interesting surroundings and in a new and novel manner.

Book this picture for bigger money than you ever got for a single reeler in the history of your office. It's ready money for you at a time when you need ready money most. It's one of those things you can take out under your arm and come back with a pocket full of contracts. A positive "natural." See and hear it for yourself.

Bob Wood, Exploiteer, Has One for the Book

Sidney Davidson, Exploitation Manager, hands us this one put over by Bob Wood, Exploiteer for Philadelphia and nearby points.

The proclamation, reproduced herewith, which was printed in large type on two columns, appeared in "The Evening Report," Lebanon, Pa., Jan. 12th, 1929.

To the People of Lebanon:—

For years I have cherished the idea of seeing an unusually fine portrayal of "Uncle Tom's Cabin." The opportunity came recently in Philadelphia where I witnessed the immortal story reborn on the screen with lavishness and splendor. It's coming to Colonial Theatre all next week, beginning Monday, Jan. 14.

This version is enhanced by the addition of Movietone sound effects, an enormous symphony orchestra of 110 pieces, and the Dixie Jubilee Singers,—exactly as shown for $2.20 in metropolitan centers. Popular prices here.

This spectacle comes to you with its heart-throbs, tenderness and pathos; its thrills and superbly dramatic movements just as it came from the pen of its noble author. As Chief Executive of this Community, I recommend and urge every one to see this truly great picturization. By all means bring the children.

(Signed) William L. Brunner,
Mayor of Lebanon.

Now it's up to someone to get a governor or the president to publicly boost Universal products!

8 in Succession

The New Garden Theatre, Baltimore, Md., first run house in that city, has run eight Universal features in succession between the dates of December 31st and February 18th. This, needless to say, is an unusual record.

Petit Good on News

Salesman J. C. Petit, of the San Antonio Exchange, is out to make quick work toward putting over the newsreel in his zone, having cornered five contracts in less than one week's time. None of these are for less than two years.

Atlanta vs. New Orleans

Manager Charles P. Lester, full o' pep over his recent promotion, proves he's rarin' to go with this wire to Manager W. M. Richardson, of the New Orleans Office:

"Atlanta challenges New Orleans in Anniversary Testimonial and will bet you one hundred dollars or any part of it that we beat you in the national standing. We think we are so much better than you that WE WILL SPOT YOU THREE PLACES. In other words, we have to stand four places higher than you to collect. What do you say?"

Yes, New Orleans—WHAT DO YOU SAY?

Accessory Quota Gluttons

E. A. Puderer, Assistant Manager of the New Orleans Exchange, has gone over his quota on accessories five times in the last ten weeks by a very wide margin.

Tom J. Kavanagh, Accessory Manager of the Denver Exchange also went over his quota—his second in succession—for the week ending January 26.

Guy Cage, Accessory Manager of the Dallas Exchange, and Henry Schaul, Accessory Manager of Sioux Falls Exchange, went over their quotas for the week ending February 2.

Naylor's Giant Letter

Manager George C. Naylor, of the Los Angeles Exchange, is using a monster letter to get dates in the Anniversary Drive. The letter, which measures about the size of a one-sheet, is printed on a facsimile letterhead and is a smash. Use of this giant letter is helping to get dates.

The letter starts off by saying to the exhibitor: "This is probably the biggest letter you have ever received."

Drive Leader

GEORGE LEVINE
Manager of the Milwaukee Exchange.

direct from the chief

"HAVE JUST SEEN HOOT GIBSON'S 'WINGED HORSEMAN.' IT'S A KNOCKOUT! EVEN BETTER THAN 'KING OF THE RODEO!"

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102	A. Gorrell	Denver
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122	W. Baker	Chicago
123	E. Harris	Denver
124	R. Scheinbaum	Milwaukee
125	E. Stein	Memphis
126	G. BENJAMIN	Oklahoma City
127	C. BUTLER	Indianapolis
128	K. WEINBERGER	Oklahoma City
129	W. SCHMIDT	Cincinnati
130	V. SCHRAM	Minneapolis
131	S. STRAUSS	Big "U"
132	B. MEYERS	Chicago
133	R. BLOCK	Cincinnati
134	L. SONZ	Portland
135	C. VAN HORN	San Francisco

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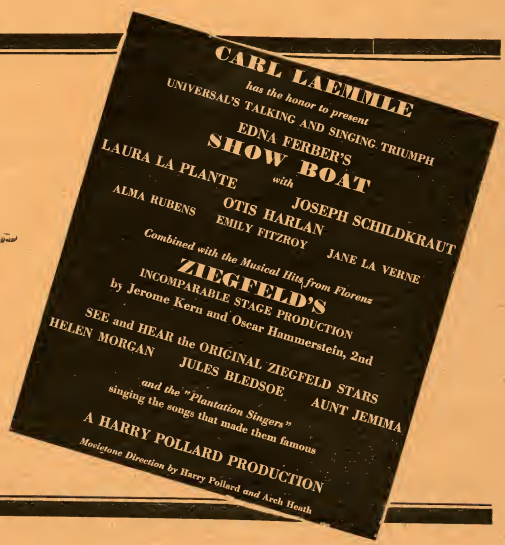

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